

**Visitor Industry Product Development Meeting in Bethel**

August 30, 2005 8:30 AM to 4:30 PM

Room 118 UAF Kuskokwim Campus

**Purpose of the Meeting:** To explore near term and long term opportunities in the visitor industry for the Yukon-Kuskokwim Delta.

**Agenda:**

8:30 – 8:45 Introductions/Statement of Purpose

8:45 - 10:15 Guest Presentation by **Camille Ferguson**, *Sitka Tribal Enterprises and President of the Board of Directors for the American Indian and Alaska Native Tourism Assn.* – Camille will talk about the development, successes, and stories of Sitka Tribal Tours and about some of the national and international aspects of today's cultural tourism market.

10:15 - 10:30 Break

10:30 - 11:45 Focus on Bethel and each of the villages - identify opportunities and assets in Bethel and the villages. Camille will lead the participants from Bethel, Mekoryuk, Quinhagak, Goodnews Bay, Toksook Bay, and Napakiak, through a discussion of strengths and assets in the villages

11:45 – Noon Break

Noon - 2:15 Lunch and continued discussion of the visitor industry opportunities on the Y-K Delta, and some of the challenges or threats to developing them appropriately. *Lunch will be made available at the meeting.*

2:15 – 2:30 Break

2:30 – 4:30 Product Development Planning - *Camille Ferguson, Odin Brudie, Scott Habberstad*

- Build a tour package or itinerary, including Bethel and one or more of the villages, based on what is available today.
- Plan future tour products
- Identify near term employment and training opportunities
- Visitor Industry Marketing strategy